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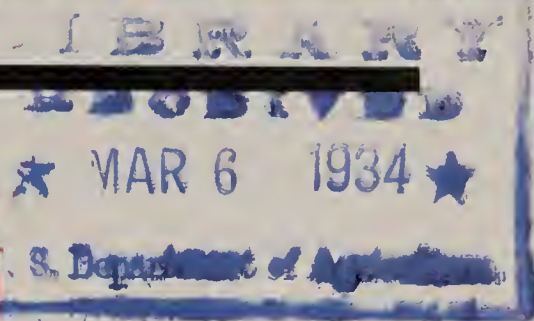


63.77

# COKER'S SEED CATALOG

32nd ANNIVERSARY—1902-1934

## SPRING



VEGETABLE  
SEED TRIALS  
HORTICULTURE



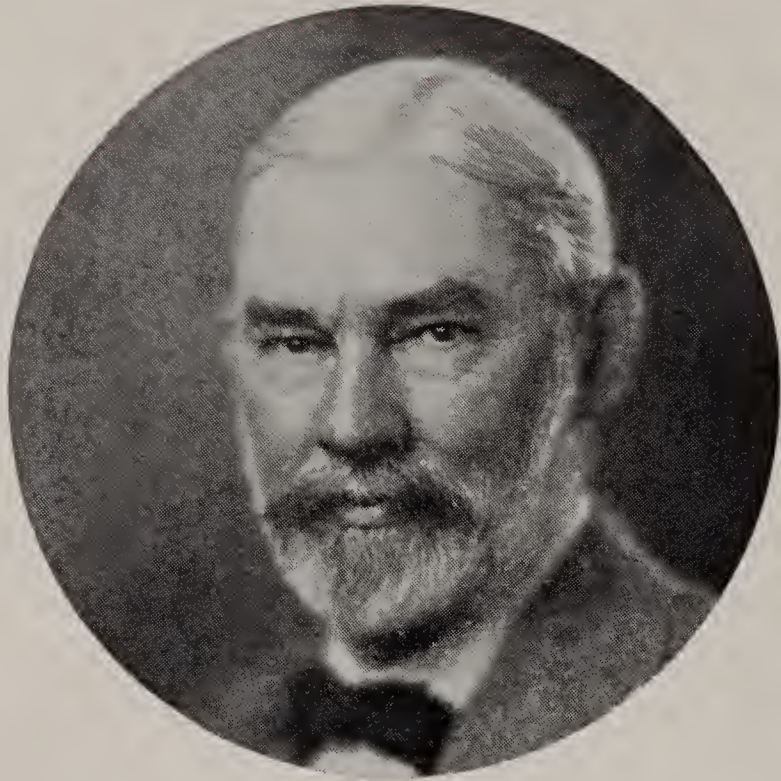
## 1934

**COKER'S PEDIGREED SEED COMPANY**

DAVID R. COKER, President  
HARTSVILLE, SOUTH CAROLINA



# THE DAWN OF BRIGHTER DAYS FOR SOUTHERN AGRICULTURE



DAVID R. COKER  
*Founder and President*  
Coker's Pedigreed Seed Co.

## Are Better Days Ahead For the Farm?

Yes, I am sure they are—

If we will support the program  
of our great President;

If we will learn from our past  
mistakes, and

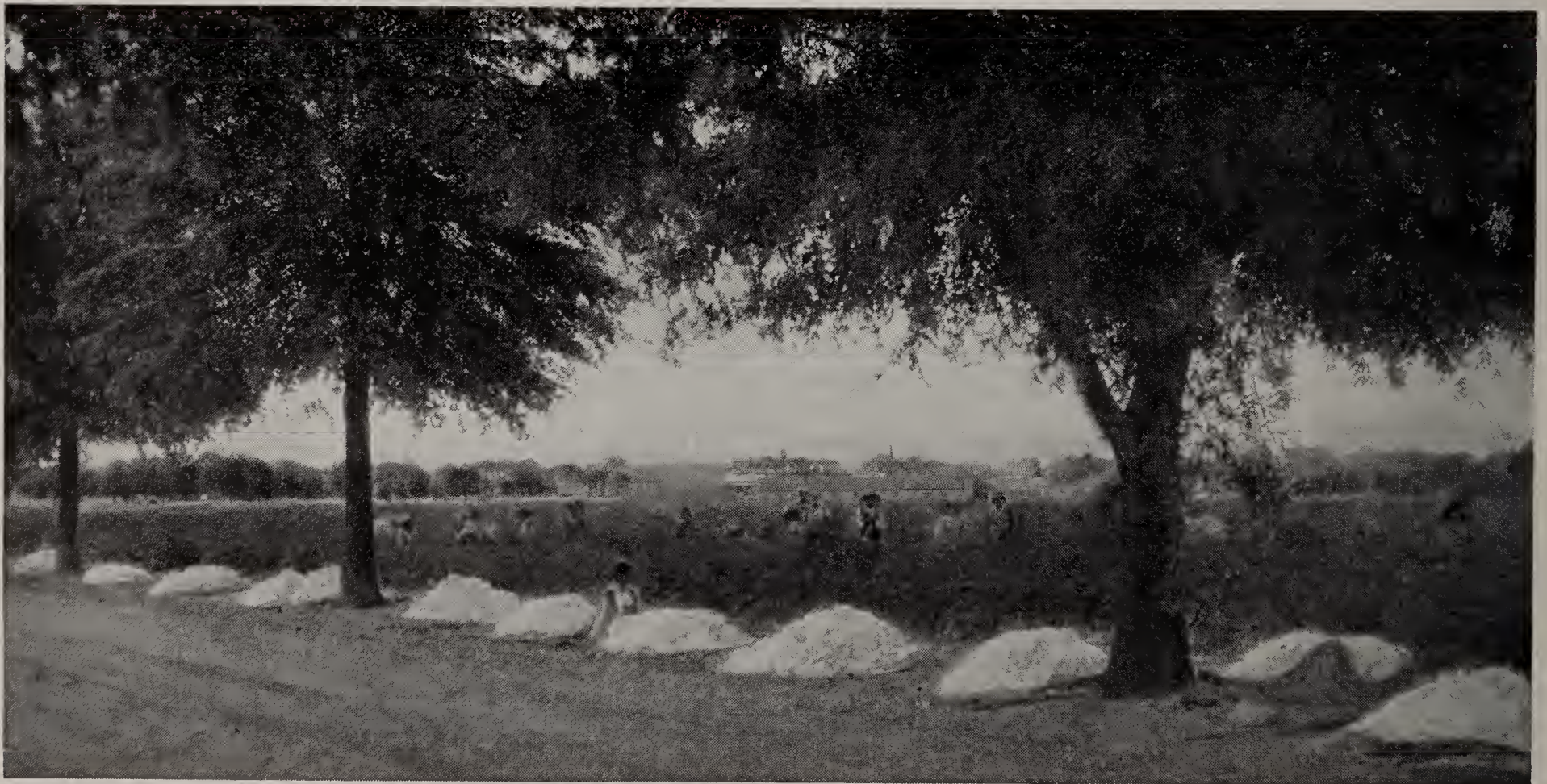
If we will improve our present  
opportunities.

One of the greatest opportunities for  
farm profits is to utilize the better and  
more profitable varieties of farm crops  
produced from year to year by scientific  
plant breeding.

We tell you about some of these varieties  
in this catalogue.

Our thirty-two years of plant breeding  
and business reputation is the guarantee  
that we are telling you the plain truth in  
the following pages.

*David R. Coker*



Cotton Picking Scene on Coker Farm



THIS SEED SOLD UNDER PROTECTION PLAN—SEE PAGES 8 and 9

# FARM RELIEF STRAIN 2 (A New Strain)

**"The Best 1 $\frac{1}{16}$ " Cotton We Have Ever Bred"**

That Farm Relief is a remarkable cotton is evidenced by hundreds of favorable reports that we have received from growers in every part of the Eastern Cotton Belt.

We now offer A NEW STRAIN of Farm Relief which is so much better than the old strain that you can actually SEE the difference in the field (as well as "feel" the difference when you sell).

**SOLD OUT**

STRAIN 2 has led STRAIN 1 in every test.

It possesses all desirable characters of the original Farm Relief PLUS added vigor, extra production and greater uniformity.

**5-Acre Contestants**

It has THIN FOLIAGE, it is EXTREMELY EARLY, it turns out 38 to 40% LINT, it staples FULL 1 $\frac{1}{16}$ " (under good conditions), it grows A BIG BOLL, it produces EXCELLENT CHARACTERED COTTON and it yields WITH THE BEST; besides, it puts on more fruit in the early part of the season than any other variety we know of. If you plant early, IT WILL MAKE A FAIR CROP IN SPITE OF ALL THE WEEVIL CAN DO. A summary of the above means that—IT IS AS NEARLY A PERFECT COTTON AS WE HAVE EVER PRODUCED.



Farm Relief 2 Makes a Nice Round Boll

If you are not satisfied with the cotton you are growing, switch to FARM RELIEF for heavy yields of better cotton of the length that the mills want. (Farm Relief is not a wilt resistant cotton.)

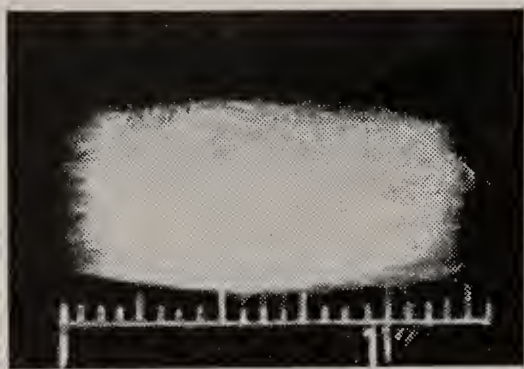
**PRICES: (See Price List Enclosed.)**

(Farm Relief Strain 1 Sold Out)



David R. Coker and Visitor Inspecting a Breeding Field of Farm Relief Cotton





Premium Staple



Bolls Slightly Pointed, Picks Good

# COKER-CLEVELAND 884, STRAIN 4

**"Our Earliest Coker-Cleveland Cotton"**

Cleveland 884 is more widely planted in North Carolina than any other cotton of equal length. There's a reason. Thousands of bales of this cotton are handled with good results every year by the North Carolina Cotton Co-Ops. The mills like it. Growers like it, and those who have not allowed their seed to "run out" still think it's the best cotton in North Carolina. 884 Growers! renew your planting seed **THIS YEAR** with Strain 4 (our newest and best strain) direct from Headquarters.

## DESCRIPTION

**STAPLE**— $1\frac{1}{16}$  to  $1\frac{3}{32}$ " under good conditions.

**LINT %**—37 to 39%.

**YIELD**—Best of the 884's.

**STALK**—Dwarf, flat-topped (good for rich lands).

**STORM RESISTANCE**—Excellent. Does not blow or fall out easily.

**PICKING**—Easy.

**SEASON**—VERY early (earliest Cleveland we know of).

**PRICES:** (See Price List Enclosed.)



It takes GOOD SEED to Grow Cotton Like This



# FOR WILT LANDS

## COKER-CLEVEWILT

### STRAIN 3

**"A High Yielding Full 1 $\frac{1}{16}$ " Coker-Cleveland Cotton For Wilt or Non-Wilt Lands"**

Here's why we think so highly of Coker-Clevewilt Strain 3:

It led all Dixie and Dixie Triumph Cottons in both our 1932 and 1933 Wilt Variety Tests in YIELD, STAPLE LENGTH and MONEY VALUE PER ACRE.

It stood up near the top with our BEST Non-Wilt cottons in our last year's Variety Test on non-wilt soil.

Has been planted on heavily wilt infested soils all over the Eastern Cotton Belt with marked success. One farmer reports a yield of 870 pounds of 1 $\frac{1}{16}$ " lint per acre with a "turn-out" of 40.8%. It can be profitably grown on wilt, non-wilt, or wilt spotted fields. A "bread and meat" cotton—dependable yielder, wet, dry and average seasons. It enables the wilt land farmer to grow as much and as high quality 1 $\frac{1}{16}$ " cotton as his neighbors without the wilt.

#### DESCRIPTION

STAPLE—1-1/16" to 1-1/8" (under good conditions).

LINT %—37 to 39%.

STALK—Medium vigorous, open growing.

EARLINESS—Mediumly early, same as "Coker 5."

PRODUCTION—Good as Coker 5 or 884, better than Super-Seven.

STORM RESISTANCE—Best of any we have ever bred.

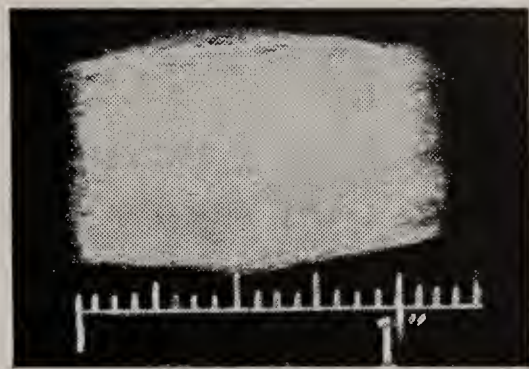
BOLLS—Medium, 68 to 72 to pound.

PICKING QUALITY—Good, much better than Super-Seven.

WILT RESISTANCE—Best of any we have ever offered.

NOTE: NO WILT RESISTANT COTTON KNOWN WILL STAND UP ON ALL WILT SOILS. Hence, no truthful breeder can guarantee any variety to hold up 100%. CLEVEWILT No. 3 has made the best record in ALL OUR tests on badly infested soils. We think it the BEST and SAFEST to plant.

**PRICES:** (See Price List Enclosed.)



Combines Yield and Staple

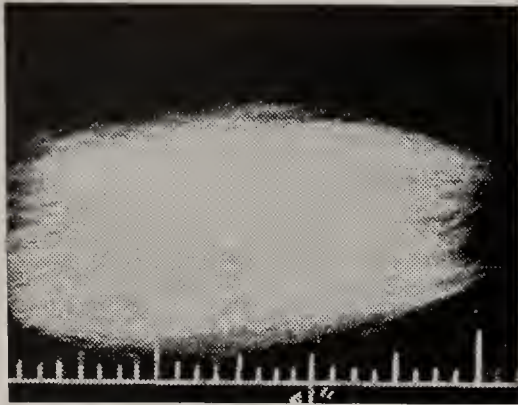


Clevewilt 3 Should Have Been Planted Here



Why Plant Short Staple Wilt Resistant Cottons?





Our Longest Wilds

# COKER-WILDS

This Seed Sold Under Protection Plan  
See Pages 8 and 9

## Coker-Wilds No. 5 (A New Strain)

### "Our Longest and Best Staple Cotton"

Coker-Wilds No. 5, bred from our Wilds No. 4, is the best strain of this excellent cotton we have ever been able to offer. It is more productive as is shown by the record made in our long staple test for the years 1931, 1932 and 1933:

	Wilds No. 3	Wilds No. 4	Wilds No. 5
1931 Seed Cotton.....	1580.1	1662.5	1639.0
1932 Seed Cotton.....	1848.8	1923.7	2053.8
1933 Seed Cotton.....	1297.2	1354.2	1627.9
AVERAGE .....	1575.4	1646.8	1773.6

**It has averaged  $\frac{1}{32}$ " to  $\frac{1}{16}$ " longer staple  
than any other Wilds Cotton**

33.7% lint turn-out. Early, quick fruiting—same as Wilds No. 4. Large bolls—58 to 60 to pound. More open growing and vigorous than Wilds No. 4.

**PICKS GOOD—GINS GOOD—SPINS GOOD  
THE BEST OF ALL LONG STAPLES**



Geo. J. Wilds, Our Director of Plant Breeding

**PRICES:** (See Price List Enclosed.)

In the spring of 1933, we furnished a few of our large acreage customers with a small quantity of our Coker-Wilds No. 5 cotton seed so that we might get accurate information on its performance under field conditions, for the benefit of our customers and ourselves, in advance of our first offering of this NEW STRAIN. These reports should be of especial interest to staple cotton growers. Below is published a report just received from McGee, Dean and Company, Leland, Miss., who are the largest growers of long staple cotton in America.

One measured acre laid off in four-foot rows, planted April 25th, two stalks to hill, 24 inches apart—side dressed middle of May with 150 lbs. Nitrate of Soda turned out 695 pounds of lint. Our cotton firm classed this bale as strict middling,  $1-\frac{9}{32}$ ". We think Wilds 5 is the best strain of cotton we have ever bought from you—It is earlier than other strains, bolls are set close to body of plant and are large and easy to pick—which make it an ideal long staple cotton for the Mississippi Delta. (From our observation and experience we find that this cotton yields better by planting it in four-foot rows and chopping it out to a thinner stand than the shorter cottons.)

January 20th, 1934.

McGEE, DEAN & CO.,  
Leland, Miss.



# COTTON

## Coker-Wilds No. 4

### Our "Next-Best" Wilds Cotton

Wilds No. 5 is the only extra long cotton that we rate ahead of Wilds No. 4. Strain 4 is as early as many short cottons. Under normal conditions, it will "third" itself at the gin and make a high per cent of quarters and longer. Its hairy leaf makes it resistant to hopper damage. Has a semi-dwarf, open growing plant. Large bolls (58 to 60 to pound); picks good.

**PRICE:** (See Price List Enclosed.)

## Coker-Wilds No. 3

### An Old Reliable Strain of Wilds

A productive, big balled, medium early strain of Wilds. Makes good weed—fine for medium to light soils; good for rich land when given distance. Makes 1 $\frac{1}{4}$ " and longer staple under good conditions.

**PRICE:** (See Price List Enclosed.)



58 to 60 to Pound



Typical Stalk of Wilds No. 4



David R. Coker, J. F. Clyburn and G. J. Wilds Making Plant Selections in a Field of Wilds Cotton







# A NEW POLICY THAT OFFERS GREATER PROTECTION TO GROWERS

Heretofore, we have offered our new Pedigreed strains and varieties of seed to all buyers who wanted them. These buyers have usually made a profit, not only from the superior yield and quality of these seed but were able to sell their seed "One Year (or more) from Coker" at premium prices.

## UNFAIR COMPETITION

However, much confusion has arisen and many parties have offered as Coker's seed, seed several years removed from us or seed not even originated by us, which were either mixed or badly run down (or both.) Most of these sales have resulted in disappointment and loss to purchasers. In some cases, we have been criticised for the performance of seed that did not come from us. This unfair competition has made it difficult for some of our customers, who buy our

new strains regularly, to sell their seed one year from us at reasonable prices.

## GOOD SEED "RUN OUT"

Scientifically bred seed soon run out. In a few years they lose much of their original quality and value; so, there must be a constant flow of new and better pedigreed seed from the breeder through the grower into the vast fields of Southern crops in order to maintain and improve their quality and to enable our agriculture to function with some hope of profit.

For these reasons we propose the following plan:

## OUR NEW PLAN

1. That we will furnish each purchaser\* of our new strains of cotton, oats, wheat and soybeans with a Certificate of Purchase (shown

below). This Certificate is for the protection of the purchaser against improper competition in the sale of the seed raised from said purchase and guarantees the year, date of purchase, amount and variety of the seed that he bought.

2. That we will furnish at the end of the selling season each purchaser (of the new strains and varieties) with a complete list of all purchasers in his county of the particular strain or variety which he has bought. This list will give names and addresses of county purchasers in alphabetical order and show quantity of seed which each has bought. Copy of list will be furnished County Agent of said county.
3. That we will not be disposed to place our seed with parties who will not recognize the importance of keeping them pure and handling them properly.

## ADVANTAGES

- (a) It will enable the growers of our newest and best strains in each county to sell their seed coöperatively or at least agree on a uniform price—thus assuring a better market for their seed "One Year From Coker."
- (b) It will afford an excellent means of checking up on parties misrepresenting their run down, mixed seed as "First Year From Coker," or as "Coker's Seed."

\*Certificates will be furnished upon request to purchasers of our new strains and varieties who purchase sufficient quantity of seed to grow a reasonable amount for sale, as follows:

100 lbs. Cotton Seed  
4 bushels Seed Oats  
4 bushels Seed Wheat  
2 bushels Soybeans

Not furnished on seed corn, rye or tobacco seed, because of their greater liability to cross-fertilize and become impure in one year.

COKER'S "New Plan" SPELLS

PROTECTION

FOR THE

LEGITIMATE

GROWER-SELLER

OF

"FIRST-YEAR-FROM-COKER"

NEW STRAINS OF

COKER'S

PEDIGREED SEEDS

## Certificate of Purchase No.000

This Certifies that

JOHN DOE, Smithville, S. C.

HAS PURCHASED FROM US

1 Ton Coker-Wilds (New Strain)

¼ Ton Farm Relief (New Strain)

*This certificate is awarded under our "Protection Plan" to purchasers of new Strains and Varieties of COKER'S PEDIGREED SEED. It is for the protection of the buyer against improper competition in the sale of the seed that he raises from this purchase, and guarantees the date of purchase, amount and variety of seed that he bought.*



HARTSVILLE, S. C.

COKER'S PEDIGREED SEED CO.

SIGNED *David R. Coker*

DATE March 1, 193\_\_

Promotes the use of good seed.

Reduces risk.

Offers greater protection.

Teaches better farming methods.

Encourages better coöperation.

Creates customer confidence.

Translates scientific agriculture into practice.

Insures a fair market.

Obtains better prices for your seed, and

Nets you greater profits.



# BETTER COTTON FOR 10c AN ACRE

## A LESSON IN BREEDING

(Reprinted from Coker's Magazine Catalog—1931)

### POULTRY BREEDING

A poultry raiser who trap-nests his hens, discovers one which has a record of two hundred and fifty eggs per annum. That is a fine record. The poultry raiser hatches all the eggs from this hen for his general flock: but he does not stop there, for he knows he must develop other and, if possible, better mother hens if he is to keep up and increase the yield of his flock. So he trap-nests the pullets of the two hundred and fifty-egg hen and probably finds one which will run two hundred and sixty eggs. He repeats the process with the pullets from that hen and with other extra fine hens as they are discovered, and so continues year by year to maintain at a high figure his average flock. People will pay him \$10 to \$20 for cockerels, and several dollars per dozen for eggs from this flock, because he does continuous, scientific and systematic breeding which maintains and improves the productiveness of his flock.

### MUST BE CONTINUED

If the poultry breeder should stop his system for discovering and breeding from his highest yielding hens, his flock would "run out" in a very short time, and his reputation for the best breeding stock would promptly disappear.

The average farmer needs to learn this lesson, which every up-to-date livestock producer knows by heart. No animal breeder would purchase a few pedigreed high record animals, turn them out to breed promiscuously and expect to build up a uniform, high-producing flock or herd. He would adopt as essential to success, a system of testing and selecting from their records a few animals in each generation for breeding purposes and would thus advance the quality of his herd.

### WHY SEED "RUN OUT"

The average grower of cotton and other plants, on the other hand, has not learned this lesson. He may buy a few bushels of the very best pedigreed seed and, if he is

pleased with results, he will plant the seed from these and will often continue to do this year after year until the law of variation (which applies equally to both plants and animals) and accidental mixing (which often occurs at gins and threshers) has destroyed the uniformity and value of his strain.

It is strange that the average grower of plants is so far behind the average poultryman and other animal growers in his understanding and use of this essential means of making profits. The animal grower has to pay many dollars, sometimes thousands of dollars, for a single individual of proved breeding worth.

### GROW YOUR OWN SEED

On the other hand, the grower of plants can continuously reflect into production on his farm the best and most recent work of the plant breeder for about 10¢ per acre. He can do this by purchasing each year seed of the plant breeders' latest and most improved strain for a small proportion of his acreage, and on this acreage grow the seed for his general crop the following year.

### SIMPLE AND INEXPENSIVE

My experience indicates that by this simple and inexpensive method, if religiously followed year by year, the money value of the products of the farm can be steadily improved and will amount to not less than 10% over the more common method of occasionally buying some good seed and then allowing them to run out.

This simple and inexpensive system applies not only to the money crops, cotton and tobacco, but also to food and feed crops as well.

### KNOW YOUR BREEDER

Of course, if a man is going to adopt this scientific method for maximum production, he must be sure that his plant breeder has experience, character and scientific training, and besides, that he is doing breeding work on a large enough scale to insure constant progress.

## THE SEED WE SELL YOU IS BREEDING STOCK



# "A DANGER SIGNAL FOR THE CAROLINAS"

## A REMARKABLE ACHIEVEMENT

The cotton spun in the eastern cotton states averages about one inch staple. Eight years ago not over one-fifth of the cotton produced in North and South Carolina was of  $1\frac{5}{16}$ " to  $1\frac{1}{16}$ " length. Last season 75% of the South Carolina crop, and 69% of the North Carolina crop averaged one inch ( $1\frac{5}{16}$ " and longer). The farmers mostly sold this cotton at premiums of  $\frac{1}{2}\text{¢}$  to  $1\frac{1}{2}\text{¢}$  over  $\frac{7}{8}$ " staple, and, as these cottons were highly productive as compared with the shorter varieties, they netted a good many millions of additional profit to the Carolinas. Most of this good stapled Carolina cotton was used by local mills and the short haul from the farm to the mill saved the Carolina spinner some millions of dollars in freight.

## PEDIGREED VARIETIES RESPONSIBLE

We are only stating a well known fact when we say that this situation was largely brought about by the rapid distribution of highly productive 1" to  $1\frac{1}{16}$ " varieties bred by our organization.

## LOSING GROUND

I will now tell the Carolina farmers and mills the other side of the picture. Recent bulletins of the Bureau of Agricultural Economics show that South Carolina had ginned to December 1 only 136,800 bales of 1" to  $1\frac{1}{32}$ " cotton, and 60,000 bales of  $1\frac{1}{6}$ " to  $1\frac{3}{32}$ "; against 159,500 bales of 1" to  $1\frac{1}{32}$ ", and 77,800 bales of  $1\frac{1}{16}$ " to  $1\frac{3}{32}$ " last year. These figures mean that this year only 27.7% of the South Carolina crop was of these lengths, whereas last year 35.6% was 1" to  $1\frac{3}{32}$ ". North Carolina shows a similar decline with 23.9% this season and 31.6% the season before of 1" to  $1\frac{3}{32}$ " cotton. These are official estimates of

the cotton ginned to December 1, and represent the bulk of the crop.

While this sad decline was occurring in the Carolinas, the cotton states as a whole gained slightly in the production of 1" to  $1\frac{3}{32}$ " cottons, having produced 21.7% of these lengths in 1932 as against 22.6% in 1933.

## THE REASON

The reason for this situation is clear. Comparatively few new well-bred seed have been distributed in the Carolinas during the past three years and the seed are beginning to run out; whereas the rest of the Belt, which we have far outstripped in average production of desirable lengths of 1" to  $1\frac{3}{32}$ " cotton during the last few years, has begun to learn from our former good example and is beginning to use better seed.

## LET'S WAKE UP

It is plain to me that, if the Carolina cotton growers and spinners do not realize the necessity for keeping up the quality of the cotton crop by constant introduction, re-introduction and distribution of the best new strains of the productive varieties of good staple uplands which were responsible for the vast improvement of the cotton of the Carolinas during the past few years, we are going to slip back from year to year and our mills will again shortly be buying the bulk of their raw material west of the Mississippi River, as they were doing a few years ago.

## A REMEDY

If the farmers and the mills will coöperate with us, we can and will aid in the maintenance and improvement of the character, quality and acre yields of the crop, not only in the Carolinas, but in the entire cotton belt.



# DELTATYPE WEBBER STRAIN 9



A Good Deltatype Plant

**“Backed by 25 Years Continuous Breeding”**

This is by far the best strain of Deltatype cotton that we have ever offered. With 25 years of scientific breeding behind it, it is most uniform and true to type. It is a good, dependable  $1\frac{1}{4}$ " cotton for planting in Delta and Carolina staple area, where it has many long-time friends.

Lint turnout—33 to 34%; bolls—58 to 60 per pound; season—earliest Deltatype.

**PRICES:** (See Price List Enclosed.)

# LIGHTNING EXPRESS STRAIN 8

**“Earliest Long Staple Wilt Resistant Cotton”**

First strain offered over 10 years ago, Lightning Express quickly won favor among growers who had been looking for a cotton of extra staple that would make under wilt conditions. Lightning answered that ex-

press need. It is early, thin foliated, open growing, and makes  $1\frac{3}{16}$  to  $1\frac{1}{4}$ " staple under good conditions. Bolls harden quickly and resist weevil puncture.

**PRICES:** (See Price List Enclosed.)



A Field of Lightning Express in Southern Mississippi



# COKER-CLEVELAND 5, STRAIN 5

**"The Best, Longest, Highest Linting,  
Most Productive 'Coker 5' "**

"Coker 5" has been more largely responsible for the very great improvement in the staple and value of the South Carolina cotton crop than any other variety—we offer you Strain 5 of this remarkable variety with the assurance that it has and will further enhance the prestige of its worthy parent strains.

## OUR RECORDS SHOW THAT:

It has the longest staple of the "Coker No. 5's"; it has the highest lint turn-out of the 5's; it is the most uniform in staple of the 5's; it is the most uniform in type of growth of the 5's; it is the most productive; it is the most storm resistant of the 5's; it is easy to pick; gins nicely; will make cotton under most any conditions.

## DESCRIPTION

STAPLE— $1\frac{1}{16}$ " to  $1\frac{3}{32}$ " (under good conditions).

LINT %—39 to 41%.

PRODUCTION—The best of the "Coker No. 5's."

STALK—Medium, fairly open.

STORM RESISTANCE—Good.

PICKING QUALITY—One of the best.

SEASON—Medium early.

BOLLS—64 to 66 to pound.



This 5-Acre Field Produced 12 Bales of "Coker-5"

**PRICES: (See Price List Enclosed.)**

# COKER-FOSTER STRAIN 6

**"For Land That Grows Too Much Weed"**

An excellent Coker-bred Foster Cotton. Makes very small weed, open growing, small leaved, extremely early and a "making" cotton if there ever was one. Makes  $1\frac{1}{8}$ " to

$1\frac{3}{16}$ " staple under good conditions. Gin out-turn—35 to 36%. It'll take mighty good land to make Foster 6 grow too rank.

**PRICES: (See Price List Enclosed.)**



Small Weed—Large Yields—Premium Staple



# COKER'S PEDIGREED ELLIS CORN

**"An Excellent Corn for Poor Lands—Better for Rich"**

It makes more corn on thin soils than any variety we know of. Yields with the best on stiff soils. Is safe because it stands droughts and resists weevils. Good and hard—makes fine meal. What more can you ask?

## DESCRIPTION

Plant—Low and stocky, ears set very low.

Ears—Usually one, sometimes two per stalk, 7 to 9 inches long and about

2 $\frac{1}{4}$  inches in diameter; mostly 16 and 18 rowed.

Cobs—Generally white, few red.

Grains—A dimple dent, white or creamed colored, deep, hard, flinty.

Weevil Resistance—Mighty good.

Drought Resistance—Its dwarf habit makes corn in spite of droughts.

Season—130 to 150 days. Makes beautiful straight rowed ears, remarkably free from weevils and rot.

**PRICES:** (See Price List Enclosed.)

# COKER'S PEDIGREED GARRICK CORN

**"Good for Seed and Silage"**

Vigorous grower, 8 to 10 feet tall under average field conditions. When well-manured on fairly good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet. Has produced as high as 20 tons silage per acre on our farms. Hard flinty white grains, white cobs, excellent for home use or milling purposes. Prolific—two and three ears.

## DESCRIPTION

Season—Medium to late.

Cob—White.

Grain—White, flinty, medium deep.

Prolificacy—Two and three ears; usually two.

Weevil Resistance—Very good.

Stalk—Vigorous grower.

**PRICES:** (See Price List Enclosed.)

# COKER'S SELECTED INDIAN CHIEF

**"A Heavy Yielding, Reliable Yellow Corn"**

Coker's Selected Indian Chief has produced as high as 150 bushels per acre in the County of Darlington, South Carolina, this past season. It is undoubtedly the best general purpose, drought resistant yellow corn that we know of.

## DESCRIPTION

Ears—Prolific, 2 or 3 and sometimes 4 set low. Well covered with shuck—unusually free from weevils.

Cobs—White, medium grained.

Season—110 to 130 days.

Production—Best of any yellow variety tested here.

**PRICES:** (See Price List Enclosed.)



PRICE LIST AND ORDER BLANK  
COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER, PRESIDENT  
HARTSVILLE, SOUTH CAROLINA

SEASON 1934      Date\_\_\_\_\_

Ship To \_\_\_\_\_

Post Office \_\_\_\_\_ R.F.D. No. or  
St. Address\_\_\_\_\_

Shipping Point \_\_\_\_\_

Ship By: Freight\_\_\_\_\_, Express\_\_\_\_\_, Parcel Post\_\_\_\_\_, On \_\_\_\_\_  
DATE

Check Enclosed\_\_\_\_\_ Draft Through \_\_\_\_\_  
BANK

No. Bags	Variety	Price Per Bu.	Price Per 100 lb. Bag (3 1-3 bu.)	Price Per Ton (20 Bags)	Amount	
	<b>SOLD OUT</b> Coker's Farm Relief Strain 2	\$5.00	\$15.00	\$300.00		
	<b>SOLD OUT</b> Coker-Cleveland Five Strain 5	1.35	4.50	85.00		
	Coker-Cleveland 884 Strain 4	1.80	6.00	110.00		
	Coker-Foster Strain 6	1.80	6.00	110.00		
	Coker-Clevewilt Strain 3	2.25	7.50	135.00		
	Coker's Lightning Express Str. 8	1.80	6.00	110.00		
	Coker-Wilds No. 5	3.00	10.00	190.00		
	Coker-Wilds No. 4	2.25	7.50	135.00		
	Coker-Wilds No. 3	1.50	5.00	90.00		
	Coker's Deltatype Strain 9	1.80	6.00	110.00		
No. Bushels		Price Per Pk.	Price Per Bu.	Price per bu. (5 bu. lots)		
	Coker's Ellis Corn	1.50	4.00	3.50		
	Coker's Garrick Corn	1.50	4.00	3.50		
	<b>SOLD OUT</b> Coker's Indian Chief Corn	1.00	3.00	2.50		
	Coker 31-9 Soy Beans	3.50	10.00	10.00		
	Coker 31-15 Soy Beans	2.00	5.00	5.00		
	TOTAL					

Prices Cottonseed F.O.B. Hartsville, S. C. Freight equalized with Memphis, Tenn., or Atlanta, Ga., whichever is nearest you.



We are re-working our mailing list and would like to know if you wish to receive our literature in the future .....

If your name is not correctly listed, give correct name and address.  
.....

We believe the information requested below will enable us to be of greater service to you with your farming problems.

Kind of Crop	Average Acreage	Average Yield	Name of Main Variety Planted
COTTON	.....	.....	.....
CORN	.....	.....	.....
OATS	.....	.....	.....
WHEAT	.....	.....	.....
RYE	.....	.....	.....
TOBACCO	.....	.....	.....
SOYBEANS	.....	.....	.....
..... (Other Crops)	.....	.....	.....

Have you been following our **Seed Plot Plan?** (See page 10 in Catalog)..... Has it paid you?.....

Are you usually able to sell your surplus "First Year From Coker" seed at a premium?..... How much?.....

**Read About Our Protection Plan on Pages 8 and 9 of Catalog.**

Are you planning to visit our Breeding Farms this season?.....

Have you seen our grain breeding work (in May)?....., or our cotton breeding (in August—September)?.....

You are cordially invited to come this year.

List here any suggestions that occur to you as to how we may render even greater service to you in the future.  
.....



# THE OUTLOOK FOR LONG STAPLE COTTON



VEGETABLE  
SEED TRIALS  
HORTICULTURE

BY  
DAVID R. COKER



# The Outlook for Long Staple Cotton

By DAVID R. COKER

## A RECENT DISCOVERY

Less than a year ago it became known to the producers of automobile tires and fabrics that the South was making some cotton which was at least as good for the production of heavy duty truck and bus tires as the long stapled Egyptians that they had been largely using. This season there has been an active demand from a number of tire fabric mills for cottons (mostly of our Wilds variety) of about  $1\frac{1}{4}$ " staple. Cotton suitable for heavy duty tires (say  $1\frac{7}{32}$ " to  $1\frac{5}{16}$ ") could today, January 15, be sold at 16 to 20 cents, while short cotton of the same grade would bring about  $10\frac{1}{2}$  cents.

## ONLY 6,100 BALES

According to the latest estimate of the United States Bureau of Agricultural Economics, there were ginned to December 1, 1933, 12,103,400 bales of American upland cotton against 11,630,700 to December 1 last year. Of these amounts only 6,100 bales this year were  $1\frac{1}{4}$ " and longer, and only 5,400 bales were of this length last year.

I am without knowledge of the amount of foreign long staple cotton spun by American mills this year, but the Bureau reports that 81,697 bales of Egyptian and Peruvian cotton were spun in this country during the season 1931-32, and I know that a large percentage of this cotton was  $1\frac{1}{4}$ " and longer. **Every bale of such cotton was brought in over a seven-cent per pound tariff—\$35.00 per bale.**

As this country consumes every year a considerable quantity of  $1\frac{1}{4}$ " and longer cotton, and as government statistics show only 6,100 bales of American uplands and 4,700 bales of American Egyptian ginned up to December 1, it is evident that a large quantity of foreign staples must be imported to supply the deficiency in production of longer length cottons in the United States.



## A GREAT OPPORTUNITY

I regard it as a great opportunity for the Southern cotton grower to supply this deficiency in the longer length cottons. Under present conditions many American mills will not become interested in our  $1\frac{1}{4}$ " and longer cottons because they see from government statistics that they cannot buy them in quantity. I believe that if South Carolina and Mississippi were to produce 50,000 bales of  $1\frac{1}{4}$ " and longer, tough, well-handled, middling to strict middling cotton, every bale of it would go into consumption in this country at a premium of 50 to 100% over short cotton.

## MAY WE HELP?

We offer the planters our Wilds variety in order that they may take advantage of what appears to be an immediate opportunity for profit. We do not, however, advise the planting of very long cotton except by those who are in position to produce a high grade well-handled product, and who are or can get in touch with markets in which they can sell at full value.





## ADVANCE FIELD TESTS OF OUR NEW WILDS COTTON

During the spring of 1933, we furnished a few of our large acreage customers with a small quantity of our COKER-WILDS No. 5 Cotton Seed so that we might get accurate information on its performance under field conditions for our own benefit and that of our customers in advance of the first offering of this New Strain. The following reports should be of especial interest to long staple growers in Mississippi, Louisiana, Arkansas and the Carolinas. Please note that our recommendations for a wider spacing for Wilds Cotton is endorsed by these successful staple growers.

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Wilds No. 5 . . . brought eighteen cents per pound, graded strict middling, inch and five-sixteenths, medium growth (stalk), extra early, close fruited, five lock bolls easily picked.

January 22, 1934.

W. B. SWAIN, INC.,  
Hollyknowe, Miss.

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Seven-eighths acre of Wilds No. 5 produced 410 pounds of lint, sold for twenty cents per pound, full inch and a quarter to five-sixteenths staple, earliest long staple cotton that I have ever grown. Will plant a big crop of No. 5 this year.

January 22, 1934.

HOMER E. DEAN,  
Tribbett, Miss.

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We planted exactly one acre with the Wilds No. 5 that you so kindly sent us last spring. This cotton was ginned a short time ago, the bale weighing 622 pounds. Had this cotton examined by three cotton buyers, and as might have been expected, no two of them agreed as to length—I think most conservative was  $1\frac{5}{16}$ " and the high man  $1\frac{3}{8}$ ". Was offered 18¢ but decided to wait for 20¢. I am very much pleased with this experiment and as you know have bought additional seed so as to plant 65 or 70 acres.

January 19, 1934.

E. L. ANDERSON,  
KING & ANDERSON,  
Dickerson, Miss.

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One measured acre laid off in four-foot rows, planted April 25, two stalks to hill, 24 inches apart—side dressed middle of May with 150 pounds Nitrate of Soda turned out 695 pounds of lint. Our cotton firm classed this bale as strict middling,  $1\frac{9}{32}$ ". We think Wilds No. 5 is the best strain of cotton we have ever bought from you. It is earlier than other strains, bolls are set close to body of plant and are large and easy to pick—which make it an ideal long staple cotton for the Mississippi Delta. From our observation and experience, we find that this cotton yields better by planting it in four-foot rows and chopping it out to a thinner stand than the shorter cottons.

January 20, 1934.

McGEE, DEAN & CO.,  
Leland, Miss.



THESE SEEDS SOLD UNDER PROTECTION PLAN—SEE PAGES 8 and 9

## Two Valuable New Hybrid Soy Beans



Our Farm Manager, J. F. Clyburn, in Field of 31-9 Soybean

### COKER 31-9

(Mammoth Yellow x Laredo)

The most SHATTER-RESISTANT bean that we know of (ONLY  $\frac{2}{10}$  of 1% shattered to November 23). A beautiful yellow bean, about one-half the size of Mammoth Yellow. The BEST combination grain and hay bean. Grows very erect; most excellent for combine harvesting. You can HARVEST more beans per acre with this variety than any other.

**PRICES:** (See Price List Enclosed.)

(Very limited quantity to offer)

### COKER 31-15

(Laredo x Otootan)

A black bean, slightly larger than Otootan. (Coker 31-15, 320,640 per bu., Otootan, 364,800.) Is the best hay bean that we know of. Highly productive.

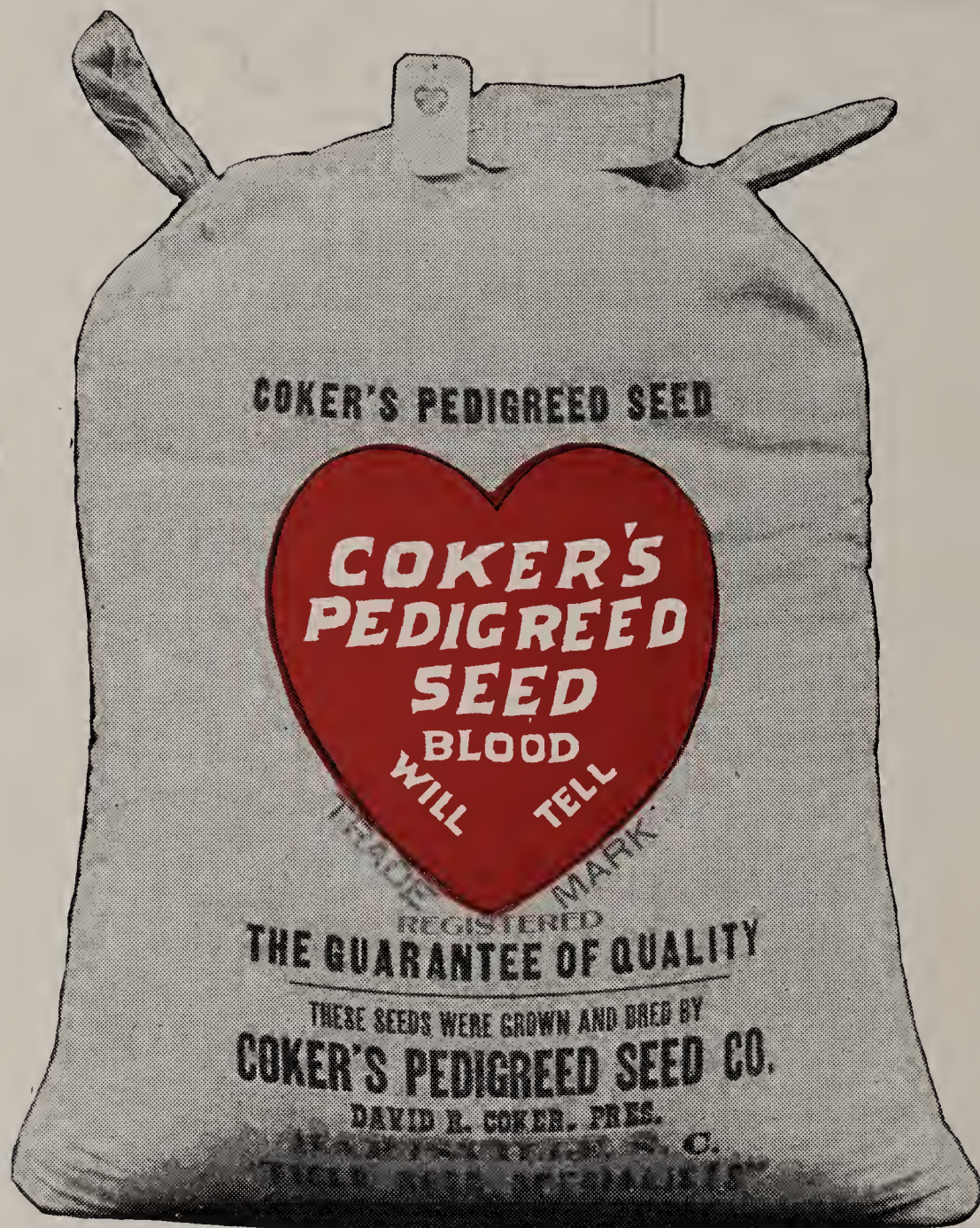
**PRICES:** (See Price List Enclosed.)



1933 Crop of COKER 31-15 Averaged Nearly  $2\frac{1}{2}$  Tons Hay Per Acre



**WHY NOT GIVE YOUR FARM  
A NEW DEAL  
THIS YEAR?**



**OUR REPUTATION  
WITH EVERY BAG**